

## December 2011

### Small Kitchen Appliances - US

The small kitchen appliances (SKAs) market has shown growth despite the economic downturn, likely driven by consumers cooking more at home and paring back on coffee shop purchases. This report probes opportunities for sustained growth as an improved economic outlook may start leading consumers back to restaurants and coffee shops ...

### Air Fresheners - US

Sales of air fresheners are on the decline, and Mintel finds that this downward trend is not solely the result of the economic downturn, with air care products outside of the freshener market becoming increasingly competitive, and widespread negative perceptions among consumers about the product category. This report provides marketers ...

## November 2011

### Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

## October 2011

### Home Furniture - US

The effects of the recession and the negative impact on the U.S. housing market caused home furniture sales to decline significantly in 2008 and 2009 (the primary recession years) with many consumers postponing furniture purchases. A rebound was seen in this sector with growth in 2010 and 2011 due ...